Special points of interest:

- 2003 USDA Value-added Grant award to be announced early December

- KY Received 3 USDA Broadband Grants totaling $622,347

- KY Highlands Investment Corporation received a USDA Rural Business Enterprise Grant for $199,000

- KY State University Land Grant Program received $200,000 from USDA's Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Grant Program

KENTUCKY CENTER FOR AGRICULTURAL DEVELOPMENT & ENTREPRENEURSHIP

KCADE Grant Bulletin

Basic Elements of Grant Writing– Part 2

["Basic Elements of Grant Writing." Corporation for Public Broadcasting. 10 June 2003 <http://www.cpb.org/grants/grantwriting.html>.]

WRITING THE PROPOSAL

Structure, attention to specifications, concise persuasive writing, and a reasonable budget are the critical elements of the writing stage.

There are many ways to organize proposals. Read the guidelines for specifications about required information and how it should be arranged.

Standard proposal components are: the narrative, budget, appendix of support material, and authorized signature. Sometimes proposal applications require abstracts or summaries, an explanation of budget items, and certifications.

1. Narratives

? Statement of need - purpose, goals, measurable objectives, and a compelling, logical reason why the proposal should be supported. Background provides perspective and is often a welcome component.

? Approach - method and process of accomplishing goals and objectives, description of intended scope of work with expected outcomes, outline of activities, description of personnel functions with names of key staff and consultants, if possible.

? Method of evaluation - some require very technical measurements of results. Inquire about expectations.

? Project timeline - paints a picture of project flow that includes start and end dates, schedule of activities, and projected outcomes. Should be detailed enough to include staff selection and start dates.

? Credentials - information about the applicant that certifies ability to successfully undertake the proposed effort. Typically includes institutional or individual track record and resumes.

Tips on Writing the Narrative:

Narratives typically must satisfy the following questions:

? What do we want?

? What concern will be addressed and why?

? Who will benefit and how?

? What specific objectives can be accomplished and how?

? How will results be measured?

? How does this funding request relate to the

Basic Elements

funders purpose, objectives, and priorities?

? Who are we (organization, independent producer) and how do we qualify to meet this need?

The HOOK:
There are many ways to represent the same idea. However, the HOOK tailors the description of the idea to the interest of a particular funder. The HOOK aligns the project with the purpose, and goals of the funding source. This is a critical aspect of any proposal narrative because it determines how compelling reviewers will perceive your proposal to be.

> *"The HOOK aligns the project with the purpose, and goals of the funding source."*

2. Budget
Budgets are cost projections. They are also a window into how projects will be implemented and managed. Well-planned budgets reflect carefully thought out projects.

Many funders provide mandatory budget forms that must be submitted with the proposal.

Don't forget to list in-kind and matching revenue, where appropriate. Be flexible about your budget in case the funder chooses to negotiate costs.

3. Supporting materials
Supporting materials are often arranged in an appendix. These materials may endorse the project and the applicant, provide certifications, add information about project personnel and consultants, exhibit tables and charts, etc.

Policies about the inclusion of supporting materials differ widely among funders. Whether to allow them usually depends upon how materials contribute to a proposal's evaluation. Restrictions are often based on excess volume, the element of bias, and relevance. Find out if supporting materials are desired or even allowed.

Be prepared to invest the time to collect resources, produce a tape, document capability, update a resume, collect letters, include reference reports or whatever is needed.

4. Authorized Signatures
Authorized signatures are required. Proposals may be rejected for lack of an authorized signature. Be sure to allow the time to acquire a needed signature.

5. Specifications
Tailor proposal writing to specifications found in the guidelines. Include only the number of pages allowed. Observe the format. Is there a form to complete? Must the proposal be typed, double spaced, on 8-1/2 x 11 inch pages? Are cover pages allowed or desired?

Caution! - the beautifully bound proposal is not always appreciated or allowed. Be concise. Elaborations should add depth and scope, not page fillers. Be prepared to write one or more drafts.

6. Submission checklist
a. The proposal must be **NEAT, COMPLETE, and ON TIME**, with the requested number of copies and original authorized signatures.

b. Address the proposal as directed in the guidelines

c. Be sure to include required documentation.

FOLLOW-UP

Contact the funding source about the status, evaluation, and outcome of your proposal. It is important to request feedback about a proposal's strengths and weaknesses, although this information is sometimes unavailable, especially with a large volume of submissions.

Grants with Approaching Deadlines

2004 Horticulture Advertising Grants

The Kentucky Department of Agriculture has cost-share funds available for horticulture businesses. The purpose of this program is to provide assistance to producers of Kentucky horticulture products for advertising and promotion of their products to consumers and wholesale buyers.

The grants will provide cost-share match up to $2,000 for advertising expenses such as radio, television, billboard, and print. Applicants must provide at least a fify percent (50%) cash match for all proposed advertising. Approved applicnats will be reimubrsed when receipts for actual expenses are submitted.

The first round deadline is **December 12, 2003** for advertising between January 1 and April 30, 2004.

For more information, contact Kim Mullins at KDA (502) 564-0290, ext. 257 or visit their page at www.kyagr.com

Organic Farming Research (OFRF)

OFRF funds research into organic farming and food systems and dissemination of research results to organic farmers and to growers interested in making the transition to organic production systems. Projects should involve farmers in both design and execution and take place on working organic farms whenever possible and appropriate. OFRF may support innovative educational grants that reach or benefit a significant number of organic farmers and ranchers.

The average grant awarded in the past two cycles was approximately $7,600 with a maximum of $15,000 per year. Matching funds from other sources and/or in-kind contributions from cooperators are encouraged, but not required. OFRF will only fund one year of a multi-year project at a time.

OFRF is particularly interested in supporting research that is not only relevant to, but takes place in, certified organic systems. OFRF does not normally fund studies that have, as a primary objective, comparisons of conventional with organic systems.

Deadline for submission is December 15, 2003.

Other Deadlines

- USDA Children, Youth & Families At Risk Program [12/3/03]

- SARE Producer Grant Program [12/5/03]

- SARE On-Farm Research Grant Program [12/5/03]

- Captain Planet Children and Youth Project Grants [12/31/03]

Visit agpolicy.ky.gov/kcade/grant.shtml for more information and links regarding these funding opportunities.

USDA Photo

Other Funding Opportunities information available at agpolicy.ky.gov/kcade/grant.shtml

Grant Writing Resources

No endorsement is intended or made of any hypertext link, product, service, or information either by its inclusion or exclusion from this page. While all attempts are made to insure the correctness and suitability of information under our control and to correct any errors brought to our attention, no representation or guarantee can be made as to the correctness or suitability of that information or any linked information presented, referenced, or implied.

Catalog of Federal Domestic Assistance: Developing & Writing Grant Proposals
http://www.cfda.gov/public/cat-writing.htm

EPA: Grant Writing Tutorial
http://www.epa.gov/grtlakes/seahome/grants.html

The Foundation Center: A Proposal Writing Short Course
http://fdncenter.org/learn/shortcourse/prop1.html

Deborah Kluge, IC: Proposal Pointers & Pitfalls
http://www.proposalwriter.com/pointers.html

GrantsDirect.com: Research
http://www.grantsdirect.com/GDMain/research101.htm

Grant Proposal.com: Advice from Funders
http://www.grantproposal.com/funders.html

NIAID Funding: "All About Grants" Tutorials
http://www.niaid.nih.gov/ncn/grants/default.htm

Grant Help: Getting Grants
http://granthelp.clarityconnect.com/school.htm

American Association for the Advancement of Science: Ten Commandments of Private Foundation Grant Proposals
http://nextwave.sciencemag.org/cgi/content/full/2000/03/09/6

Kentucky Center for Agricultural Development & Entrepreneurship

Visit our site at agpolicy.ky.gov/kcade

KCADE

*Cultivating Kentucky's
agricultural entrepreneurs*

In an effort to leverage Agricultural Development Funds and inform producers and agricultural organizations of other funding mechanisms, the **KCADE Grant Bulletin** has been developed by the Kentucky Center for Agricultural Development and Entrepreneurship (KCADE).

The **KCADE Grant Bulletin** is an electronic publication geared towards Kentucky's agricultural and natural resources, as well as rural community resources. The **KCADE Grant Bulletin** is available in portable document format (PDF) . Internet access to a complete listing of grant opportunities is available at http://agpolicy.ky.gov/kcade/grant.shtml.

Subscription to the **KCADE Grant Bulletin** is strictly volunteer. Anyone wishing to be added or removed may do so at any time by contacting the list administrator at govkyagpolicy@mail.state.ky.us. In the future, those interested will be able to subscribe on-line.

Kentucky Receives USDA Grants

Rural Cooperative Development

Agriculture Secretary Ann M. Veneman announced $6.3 million in economic development grants awarded in 20 states.

The cooperative development grant program is administered through USDA Rural Development. The grants were awarded on a competitive basis and are intended to foster rural cooperative development through projects that provide rural residents with education and technical assistance in the areas of cooperative startup, marketing and managing, and other self-help tools.

The Kentucky Center for Cooperative Development (KCCD) received a $314,575 cooperative development grant.

KCCD is a non-profit organizations designed to facilitate cooperative business development

in the Commonwealth. KCCD provides technical assistance and training for new and existing cooperatives.

Rural Health

The Health Resources and Services Administration's Office of Rural Health Policy awarded grants to State Offices of Rural Health to allow each State to designate a focal point of contact for rural health. They also play a vital role in helping coordinate rural health activities statewide, such as collecting and disseminating health-related information, improving the recruitment and retention of health professionals into rural areas, providing technical assistance to attract more funding, and coordinating rural health interests and activities across the state.

The Kentucky Research Foundation at the University of Kentucky was awarded $150,000 for the first year of a five year project period.

Distance Learning

The USDA awarded 57 Distance Learning grants totaling more than $23.5 million, providing greater educational opportunities to rural citizens in 31 states. The education projects will help 556 schools provide students with educational tools to better equip them for the global digital economy. Kentucky's Pikeville College received a $74,661 grant.

"Information technology is critical to rural Americans. It significantly improves ... their ability to receive access to educational programs that prepare them for a competitive future," said Agriculture Under Secretary for Rural Development Thomas C. Dorr.

For more information on USDA news, visit their newsroom at http://www.usda.gov/newsroom.html.